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Methodology

- This report contains the results of the Customer Satisfaction Surveys of customers using the Dutchess County Public Transit System on routes CJ, CK, CL, CM, CN, CO, and CP, serving the City of Poughkeepsie.
- TransPro surveyed customers onboard Dutchess County Public Transit buses September 20-22, 25-27, 30, and October 3-5, 2017.
- 117 customers completed the survey.

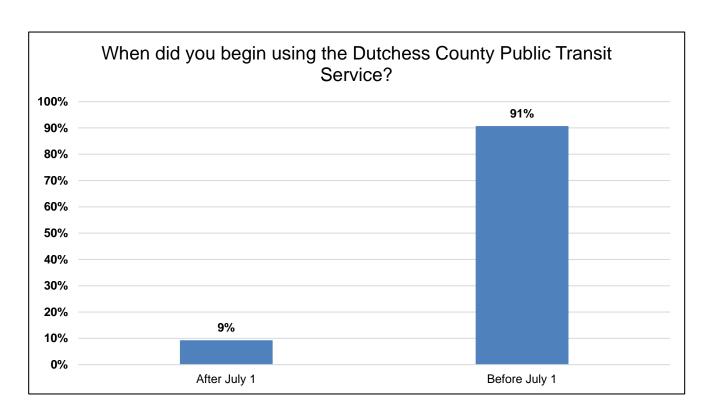


Strongly Disagree **Customer Characteristics** omewhat Ag



Usage Before/After July 1, 2017

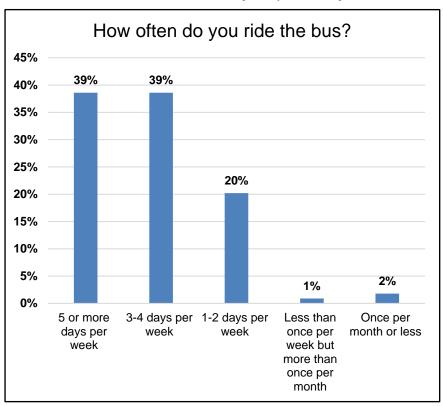
 91% of customers surveyed have used Dutchess County Public Transit before the expansion into the City of Poughkeepsie on July 1, 2017.

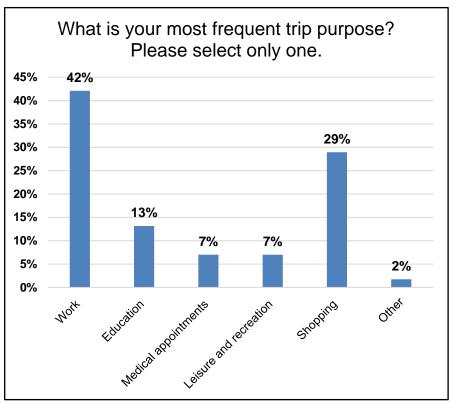




Frequency and Purpose of Use

- 78% of customers surveyed ride the bus at least 3 times per week, with 39% riding it 5 or more days per week.
- 42% of customers surveyed primarily use the service for transportation to and from work.

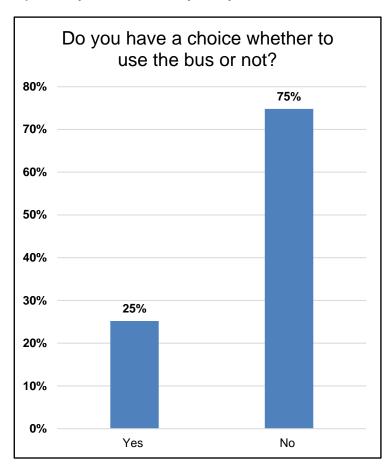


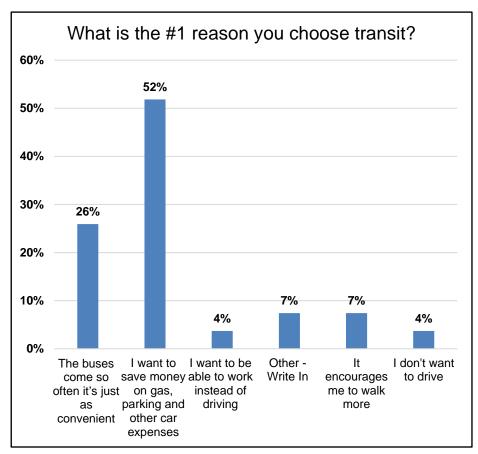




Transit Dependency

- 75% of customers surveyed are dependent on Dutchess County Public Transit for transportation.
- Among the 25% of choice riders surveyed, convenience and saving money on car expenses are the primary reasons why they choose to ride the bus.







Strongly Disagree **Net Promoter Score** Somewhat Ag A aree

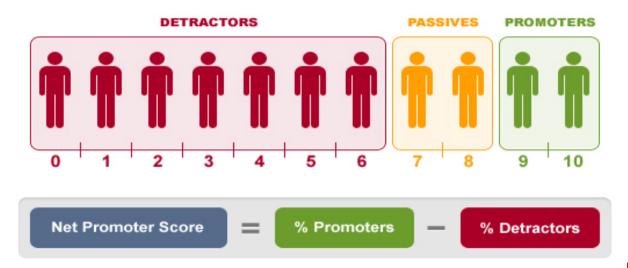


Net Promoter Score

The Metric

- Assesses loyalty and word of mouth favorability among customers
- Introduced in the Harvard Business Review
- Allows for performance comparisons between organizations across different business sectors

"All things considered, how likely would you be to recommend using the Dutchess County Public Transit service to a friend or colleague?"





Net Promoter Score

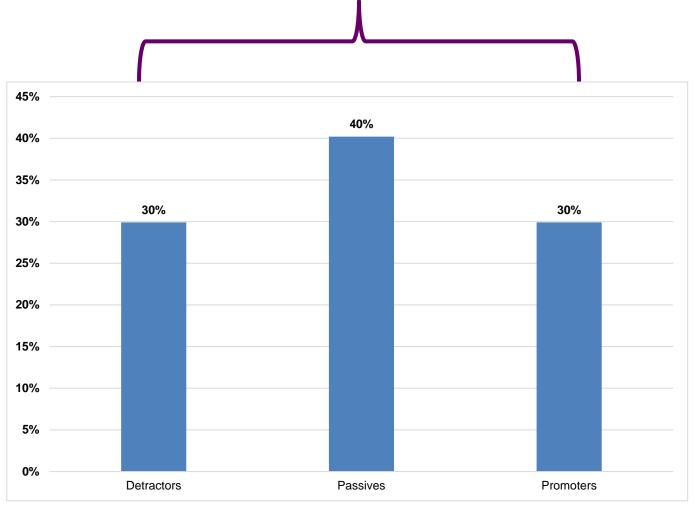
The Net Promoter Score allows for performance comparisons between organizations across different industries.

Sample NPS Scores

Entity	NPS
Apple Inc.	70%
Airlines	23%
Car Rental Agencies	18%
Transit Agencies	12%
Internet Service Providers	5%



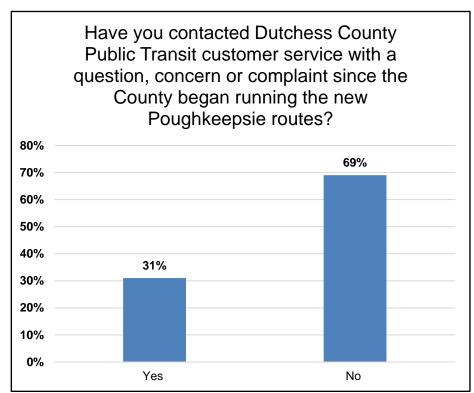
Dutchess County Public Transit Overall NPS: 0%

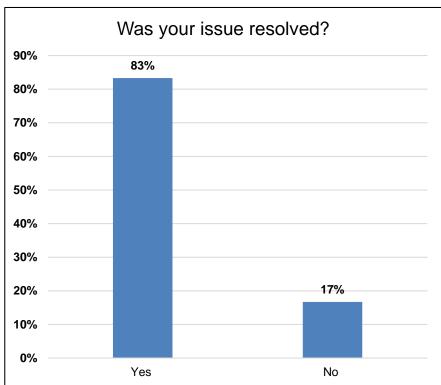




NPS by Problem Resolution

- 31% of customers surveyed have contacted customer service in the past 3 months.
- 83% of customers surveyed who have contacted customer service feel their issue was resolved.



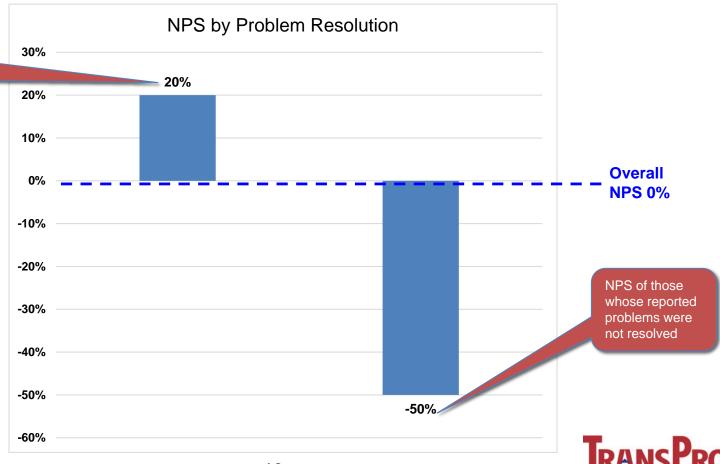




NPS by Problem Resolution

 Customers surveyed whose problems were not resolved by Customer Service are not as likely to recommend using the service.

NPS of those whose reported problems were resolved

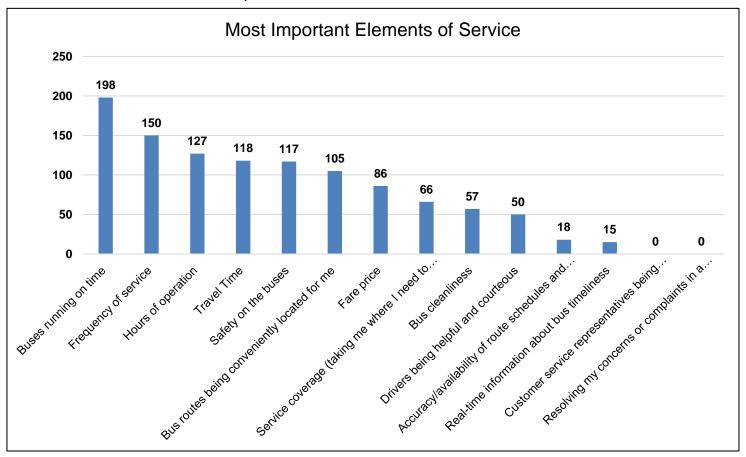


Strongly Disagree **Customer Importance Factors** omewha



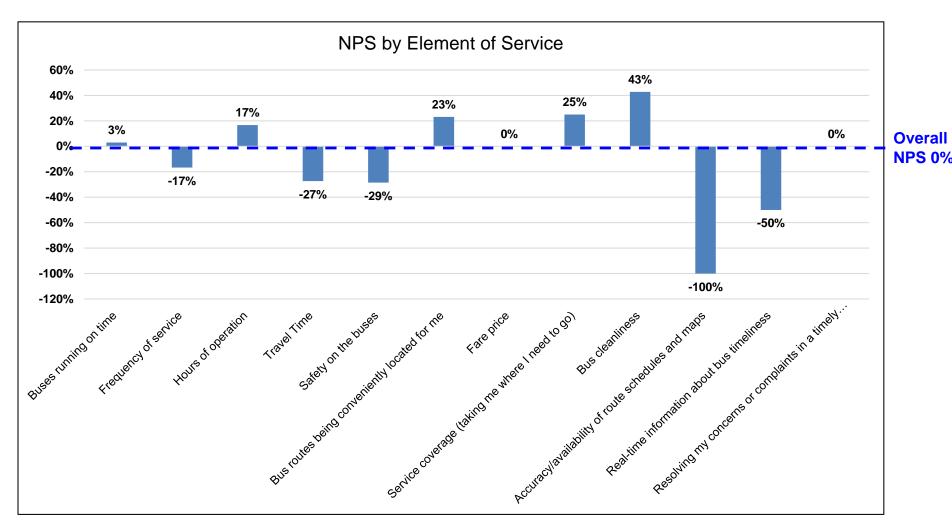
Top Customer Importance Factors

- Customers surveyed rated on-time performance as the most important element of the service.
- Frequency of service, hours of operation, travel time, safety on the buses, and conveniently located bus routes were the next most important elements of service.





NPS by Customer Importance Factors







Customer Impressions and **Satisfaction**

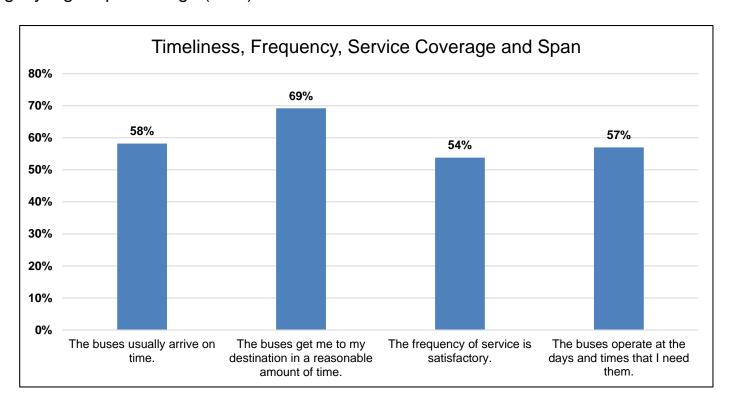
omewhat

v Disagree



Timeliness and Frequency

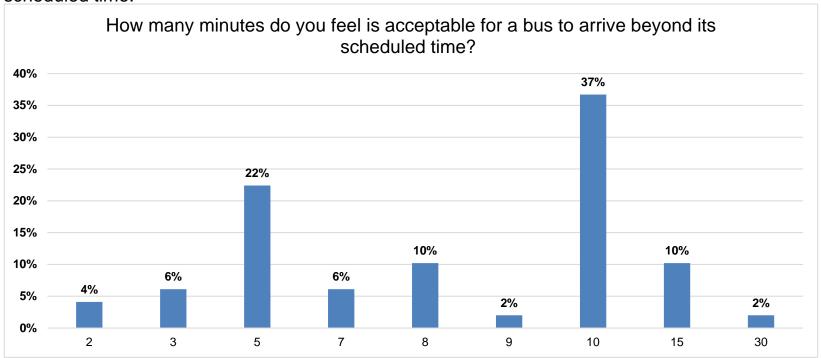
- Less than 60% of customers surveyed agree that buses usually arrive on time, that the frequency of service is satisfactory, and that the buses operate at the days and times they need them.
- A slightly higher percentage (69%) believe travel time on the bus is reasonable.





On-Time Performance

- 22% of customers surveyed feel it is acceptable for a bus to arrive between 0-5 minutes beyond its scheduled time.
- 37% customers surveyed feel it is acceptable for a bus to arrive between 0-10 minutes beyond its scheduled time.



*Question only asked of customers who did not answer "Strongly Agree" or "Agree" when asked to rate Cibitus' on-time performance.

Convenience, Destinations, and Price

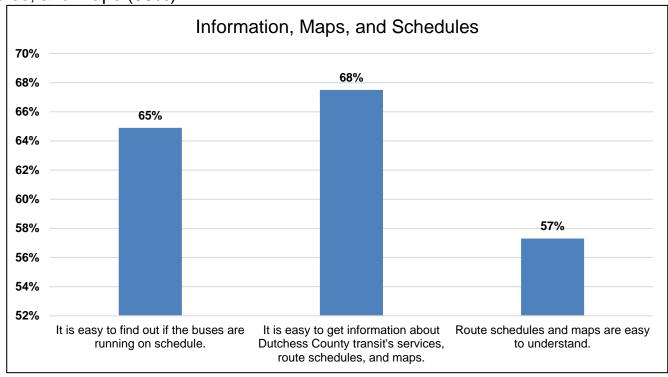
- 84% of customers surveyed agree that transit fares are reasonable.
- 76% of customers surveyed agree that the buses can take them where they need to go.
- 70% of customers surveyed agree that the bus routes are conveniently located for them.





Maps, Schedules, and Information About the Service

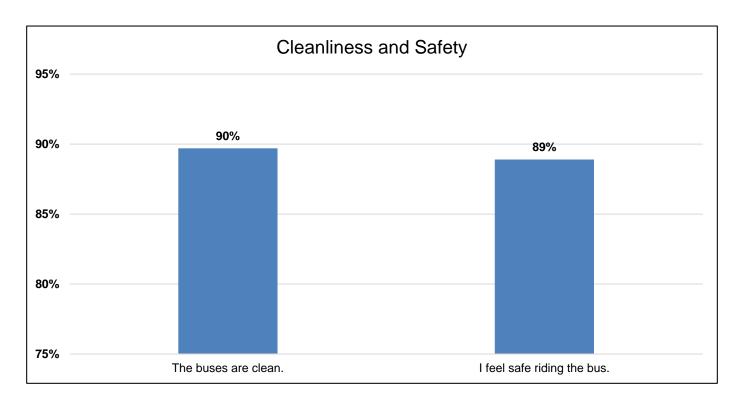
- Just 57% of customers surveyed agree that Dutchess County Public Transit's schedules and maps are easy to understand.
- Slightly higher percentages of customers surveyed agree that it is easy to find out if buses are running on schedule (65%) and that it is easy to get information about public transit services, schedules, and maps (68%).





Safety/Security and Vehicle Cleanliness

- The vast majority of customers surveyed (89%) feel safe when riding the buses.
- 90% of customers surveyed agree that the buses are clean.

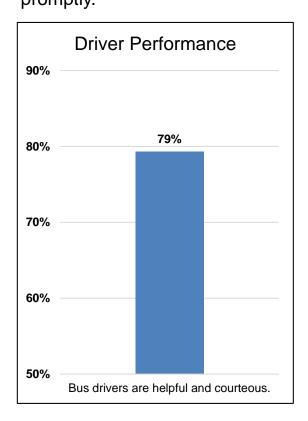


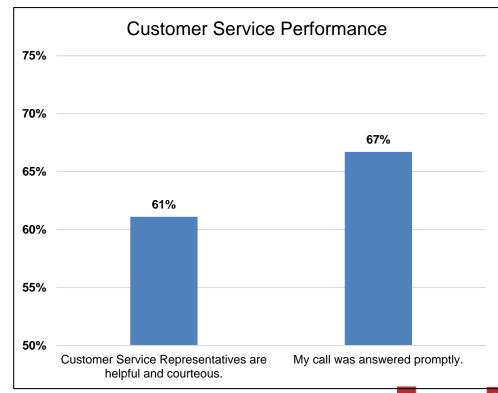


Driver and Customer Service Performance

- 79% of customers surveyed agree that bus drivers are helpful and courteous.
- 61% of customers surveyed who have called customer service in the past three months agree that the Customer Service Representatives are helpful and courteous.

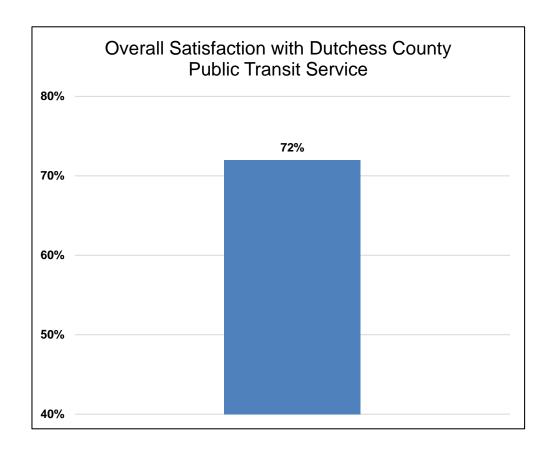
 67% of customers surveyed who called customer service agreed that their call was answered promptly.





Overall Satisfaction

 72% of customers surveyed express overall satisfaction with the quality of Dutchess County Public Transit service.





Strongly Disagree The Road Forward



Takeaways

On-Time Performance

 Customers surveyed indicate high importance combined with low levels of satisfaction regarding on-time performance. Customers surveyed rated on-time performance as the most important service element and on-time performance received the fourth lowest satisfaction rating by customers compared to other Dutchess County Public Transit service elements.

Recommendations

- Conduct a root cause analysis for on-time performance.
- Initiate process improvement initiatives based on the results of the root cause analysis.
- As on-time performance improves, create an onboard campaign for customers to recognize positive on-time performance.



Takeaways

Route Maps and Schedules

 Just 57% of customers surveyed agree that the Dutchess County Public Transit schedules and maps are easy to understand.

Recommendations

- Conduct an audit of the Dutchess County Public Transit route map and schedules by comparing current route map and printed schedules to the Dutchess County Public Transit actual schedule and location of timepoints and other bus stops.
- Modify route map and printed schedules to accurately reflect bus routes within the City
 of Poughkeepsie service coverage and location of timepoints and other bus stops.



Takeaways

Complaint Resolution

 17% of customers surveyed who called Dutchess County Customer Service indicate their issues were not resolved.

Recommendation

- Conduct a complaint resolution audit to determine the actual resolution rate.
- Assess the effectiveness with which Dutchess County Customer Service communicates complaint outcomes.
- If either of the above items reveal deficiencies, develop strategy for improving performance.

On-Hold Times

 Just 67% of customers surveyed who called Customer Service indicate their calls were answered promptly.

Recommendation

 Conduct an audit of hold times for customers calling into the Customer Service line. If the audit reveals deficiencies, develop strategy for improving performance.

